

January 20, 1955

Mr. Breck Speed
Station WYBC
242-A Yale Station
New Haven, Connecticut

Dear Breck:

The time is rapidly approaching for the presentation of the Rheingold renewal pitch. Of course, a vital factor in this presentations also will be the beer brand preference poll that is taken each year at the several schools contracting with Rheingold.

The questions (2) that are to be asked this year are:
(1) Do you drink beer? (2) If so, what one brand do you prefer?

Your station is to poll 525 students. The result should be tabulated as follows: (1) Arrange the brands in order of preference. (2) Place the number of students preferring each beer to the right of the proper brand. (3) Do not fail to include the number of non-beer drinkers.

Please send the results to me no later than February 5th.

Thanks very much for your cooperation.

Sincerely yours,

Graham

GRAHAM TEBBE

GT:br
cc: Penn, Princeton

Mr. Brock Speed
Station WYB
242-A Yale Station
New Haven, Connecticut

Dear Brock:

The first of the three letters which I have written to you is now in the hands of the post. I am sure that you will find it of interest. The second letter is also in the hands of the post. I am sure that you will find it of interest. The third letter is also in the hands of the post. I am sure that you will find it of interest.

W. H. H. H.

cc: Penn, Johnston